



International Association
of Accessibility Professionals



IAAP: Building an International Community of Accessibility Professionals

AMAC Accessibility Solutions

- AMAC Accessibility is a social change organization on a mission to create affordable services for governmental, private and non-profit organizations working with individuals with disabilities. Services include e-text, braille, captioning, assistive technology, office management software and consulting.



AMAC Services

AMAC creates practical solutions that work, with a focus on utility, ease of use, and high quality.

- **Accessibility Consulting** focuses on organizational accessibility needs with evaluation, technical assistance, customer support, and website accessibility solutions.
- **Braille Services** produces customized projects from both print materials and electronic text including partial books and chapters, or graphics only, using cutting-edge technology.
- **Captioning Services** makes classrooms, meetings, labs, and other audio environments fully accessible for the deaf or hard-of-hearing.

Additional AMAC Services

- **AMAC creates practical solutions that work, with a focus on utility, ease of use, and high quality.**
- **Audio Description Services** makes visual information present in multimedia accessible to persons who are blind or low vision.
- **Professional E-Text Producers** provide high-quality e-text in many formats such as PDF, DOC, DAISY, and HTML.
- **AMAC's Certified Assistive Technology team** provides on-site and remote assessments, demonstrations, training, and technical assistance for education, work, and daily living environments.

AccessGA

AccessGA represents a joint initiative of the Georgia ADA Coordinator's Office, AMAC, and GTA. The objective is to support Georgia's state agencies with ICT accessibility, and promote equal and timely access for employees and customers with a wide range of disabilities.



AccessGA Offerings

- Webinar Offerings
- Technical Assistance and Hands-On Training
- Newsletters
- Up-to-Date Wiki of ICT Accessibility Resources and Information
- Web Accessibility Audits

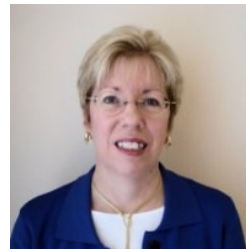


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Presenters:

- Sharon Spencer:
Managing
Director, IAAP
- Samantha Evans:
AMAC Account
Manager



What is IAAP?

- IAAP provides a place for professionals & organizations to:
 - come together to access resources and experts
 - share best practices and solutions
 - help an individual/organization navigate the complex landscape of accessibility
- IAAP is a place to learn, grow and mentor others
 - Provides a place for those new to accessibility and already experts in the field
 - Influence change in how accessibility is applied and perceived

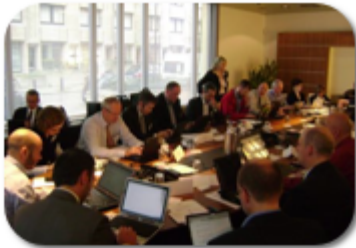
IAAP's Mission

The mission of the International Association of Accessibility Professionals (IAAP) is to define, promote and improve the accessibility profession globally through networking, education and certification in order to enable the creation of accessible products, content and services.

IAAP History

- Launched in March 2014
 - Founded by 31 organizations (private sector, accessibility consulting firms, non-profits, educational institutions, disability services organizations)
- IAAP merges with G3ict in July 2016
 - The Global Initiative for Inclusive Information and Communication Technologies (G3ict) – is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA.
 - IAAP becomes division of G3ict
 - One of four autonomous divisions

G3ict and IAAP: Global, Comprehensive Outreach



ICT Accessibility Policy Center

- **Model Policies**
 - Web
 - TV - Multimedia
 - Public Access
 - Mobile
 - Education
- **Policy Toolkit**
- **Advisory support to governments**
- **Worldview Service**
- **Global Programs:**
 - Smart Cities
 - Procurement



M-Enabling Summit & Innovation Outreach

- **M-Enabling Summit**
 - U.S., Australia, Italy, Russia
- **Good practices sharing:**
 - Financial Services
 - Employment
 - Higher Education
- **Reports and White Papers**
- **Innovative solutions news highlights**



Institutional and Advocacy Support

- **CRPD ICT Accessibility Progress Report**
- **Joint Activities for governments with UN Agencies:**
 - ITU
 - UNESCO
 - UNDESA
 - ILO
 - OHCHR
 - WIPO
- **Capacity building with DPOs, IDA, DPI**



ICT Accessibility Training & Certification

- **International Association of Accessibility Professionals**
- **IAAP Training and Certification Programs**
- **IAAP Connections**
- **900 Affiliated Testing Centers**
- **1,200 members**
- **International Chapters**

Why Become a Member?

- Over 1 billion individuals with a disability worldwide – they demand access to all
- Accessibility is a differentiator in today's technical world
- For Individuals
 - Supports their efforts in accessibility
 - Raises their stature as an accessibility professional
- For Organizations
 - Provides resources to help expand your accessibility strategies
 - Shows your commitment to your customers/constituents & employees about accessibility regardless of whether your accessibility plans are at the starting point or fully implemented
- Provides avenues to network with individuals, potential partners, and potential clients around the world
- Help make an impact on the industry

IAAP Membership Demographics

- **Membership Profile***
 - 1158 members
 - 59 organizational members
 - 38 countries represented
 - Chapters in development:
 - Canada, UK, Scandinavia, India, Australia
 - **Industry Sectors – Top six**
 - Information Technology, Education, Financial Services/Insurance, Accessibility Consulting, Government, Accessibility/Disability Services

*As of 4/4/17

Levels to Fit an Individual's or Organization's Needs

- Individual – three types of membership:
 - Professional Members
 - Professional Members in Emerging & Developing Economies
 - Student Members
- Corporate – five levels of membership
 - Associate, Standard, Silver, Gold, Platinum
- Not-for-Profit, Government Agencies, Educational Institutions – three levels of membership
 - Level I, II, III

Overview of Benefits

- Professional development tools & resources
- Certification
- Organizational development tools & resources
- Networking
- Member savings

Professional Development Tools & Resources

- IAAP provides guidance through:
 - Competencies for Digital Web Accessibility
 - Certification exam outlines and Body of Knowledge
 - Identified training resources (free and fee) to help individuals & organizations identify the skills needed by their employees for certification
- In development – collation of training resources worldwide mapped to certification with front-end tool for searching

Professional Development - Webinars

- IAAP Webinars
 - Leading industry experts speak on a variety of current topics, key technical issues, and accessibility best practices
 - Archived webinars library - currently 33 titles and growing
 - Individual members - receive one live broadcast & two archived webinars as part of their membership plus significant discounts on all others
 - Organizational members - receive complimentary access to all IAAP archived webinars & significant discounts on live broadcasts
 - Platinum & Gold Organizational Levels also receive complimentary access to all live broadcast webinars

Certification

- **Goals**

- To define what accessibility professionals are expected to know.
- To increase the quality and consistency of the work performed by accessibility professionals.
- To provide accessibility professionals with a credential as evidence of their commitment to the accessibility field and of their competence within the field.
- To provide employers with a metric to measure and assess the accessibility competence of current and/or prospective employees.
- To provide colleges, universities, and vocational programs with clear educational outcomes and a curriculum outline for teaching accessibility.
- To strengthen the community of practice among accessibility professionals.

Current Certification Program

- **IAAP Certified Professional in Accessibility Core Competencies (CPACC)**
 - The IAAP Certified Professional in Accessibility Core Competencies (CPACC) credential is IAAP's foundational certification, representing broad, cross-disciplinary conceptual knowledge
 - 100 questions multiple choice
 - 205 people around the world have earned the CPACC certification
- **Web Accessibility Specialist (WAS)**
 - The IAAP Web Accessibility Specialist (WAS) designation is credential is IAAP's technical exam for those who personally design, develop, implement, evaluate, or manage the technical details of accessible web solutions.
 - 75 questions multiple choice

Planned Certification Programs

- Planned certification programs
 - **Procurement Specialist** – Target launch spring/summer 2018
 - IAAP's technical exam for those who work with requests for proposals and contracts to ensure accessibility from vendors and partners
 - **Document Content Specialist** – Target launch winter/spring 2019
 - IAAP's technical exam for those who create and publish digital content and publications in the workplace
 - **Mobile Accessibility** - TBD

CPACC Exam Topics

- Disabilities, barriers, and solutions including assistive technologies (40%)
- Accessibility and universal design (40%)
- Declarations, standards, laws, and management strategies (20%)

WAS Exam Topics

- Based on WCAG 2.0 standards
 - Creating Accessible Web Solutions (40%)
 - Identifying accessibility issues in web solutions (40%)
 - Remediating issues in web solutions (20%)

Certification Preparation

- Body of Knowledge
 - Includes citations and sources for exam preparation
- Certification preparation courses
 - Fee and free materials from verified providers around the world
- Approved Certification Preparation Providers
 - Online
 - Onsite or customized

Certification Testing

- Proctored Testing Options
 - Testing Center Partner (Kryterion)
 - 900 testing center locations in 120 countries
 - For those who do not require use of assistive technology or accommodations
 - Accessible Testing Locations
 - Exam locations hosted by approved organizations
 - Privately proctored exams at candidate's site
 - Above options allow for proctored test taking with user's own computer and assistive technology

Results of CPACC Survey – Impact on their Job

- Feedback from CPACC Certificants (Nov 2016)
 - 91% felt that preparing for the exam helped them discover aspects of accessibility with which they were not familiar
 - 76% felt it helped them gain authority on accessibility matters
 - 71% felt it enhanced their self-confidence in tackling accessibility challenges
 - 67% felt it made them a more valuable resource
 - 52% felt it helped them do a better job

CPACC Testimonials – Impact for Individuals

- Increases individual's credibility and stature
 - “Before I was a CPACC, to my peers, I was just another person talking about accessibility. Ever since I have obtained the certificate, people look towards me as the knowledge expert and the go to person in time of any crisis.”
- Sets an individual apart from others in similar jobs or as candidates for hiring
 - “Obtaining the CPACC has set me apart from my peers in the same position.”

CPACC Testimonials – Impact for Organizations

- Demonstrates candidate/employee’s skill level through third party validation
 - “It gave me confidence in the training we were providing to employees and the return on that investment.”
 - “When looking to hire, a candidate with the CPACC credential stood out amongst other candidates.”
- Demonstrates commitment to accessibility
 - “Sponsoring your employees to take the certificate lets them know that your organization is serious about accessibility. It also helps the organization in the long run.”
- Increases organization’s credibility and competitiveness
 - “Being able to highlight this certification in my correspondence, on my website & in accessibility governance proposals has already gotten attention & that extra edge to land a few contracts & meaningful partnerships that have positively impacted my organization’s revenue stream. “

Organizational Development Tools & Resources

- Organizational Development Resource Library
 - Intro to Accessibility Curriculum Module
 - Digital Web Competencies
 - Accessibility Roles and Responsibilities
 - Procurement Processes
 - Technical Practices
 - Integration and Implementation of Accessibility
 - Self-Assessment Tools/Models
- IAAP Career Center Job Board
 - Complimentary or discounted job posts based upon membership level

More Organizational Tools & Resources

- Member Logo for individual and organizational use
- Committee Participation
 - Individual Professional Development
 - Organizational Development
 - Certification
- Organizational Member Directory
 - Open on IAAP website
 - Highlights IAAP organizational members for those looking for partners and consultants
- Accessibility Now Newsletter

Networking

- IAAP Connections – member only social collaboration tool
 - Members helping members with technical questions, guidance on best practices, resource sharing
 - Facilities for discussions, blogs and document/resource postings
 - Integrated member directory for one on one connections
 - Sub-communities can be established to afford discussions on specific areas of interest

Networking (continued)

- M-Enabling Summit
 - IAAP Member discount available
 - June 12-14 in the Washington, DC area
 - Program with over 150 speakers includes:
 - IAAP Update
 - Standards and compliance briefings
 - IAAP hosted technical track
 - IAAP organizational best practices track
 - Accessibility innovations
 - Higher Education Forum

Member Savings

- Individual members & employees under organizational memberships receive discounts on the following:
 - Live broadcast webinars
 - Archived webinars (free for organizational members)
 - Certification exams discount
 - M-Enabling Summit conference registration
 - Job postings in IAAP Career Center
 - Complimentary postings available at certain organizational membership levels

IAAP Value Recap

- Programs to benefit organizations and individuals and increase your accessibility expertise
- Network with individuals, thought leaders, organizations, potential partners, and potential clients around the world
- Demonstrates a commitment to accessibility to others including your clients/constituents and employees
- Opportunity to help make an impact on the industry

Next Steps

Make IAAP a part of your accessibility strategy
and roadmap for success!

Sharon Spencer – sspencer@accessibilityassociation.org

Sam Evans – sam.evans@accessibilityassociation.org

www.accessibilityassociation.org